



AUC Alumni Perceptions

OFFICE OF STRATEGY MANAGEMENT & INSTITUTIONAL EFFECTIVENESS

FALL 2018

Agenda

Alumni Survey

- ▶ Survey Demographics
- ▶ Educational Experience
- ▶ Career Prospects
- ▶ Alumni as Parents
- ▶ Staying in Touch

5 Themes were covered in the Alumni Survey

5

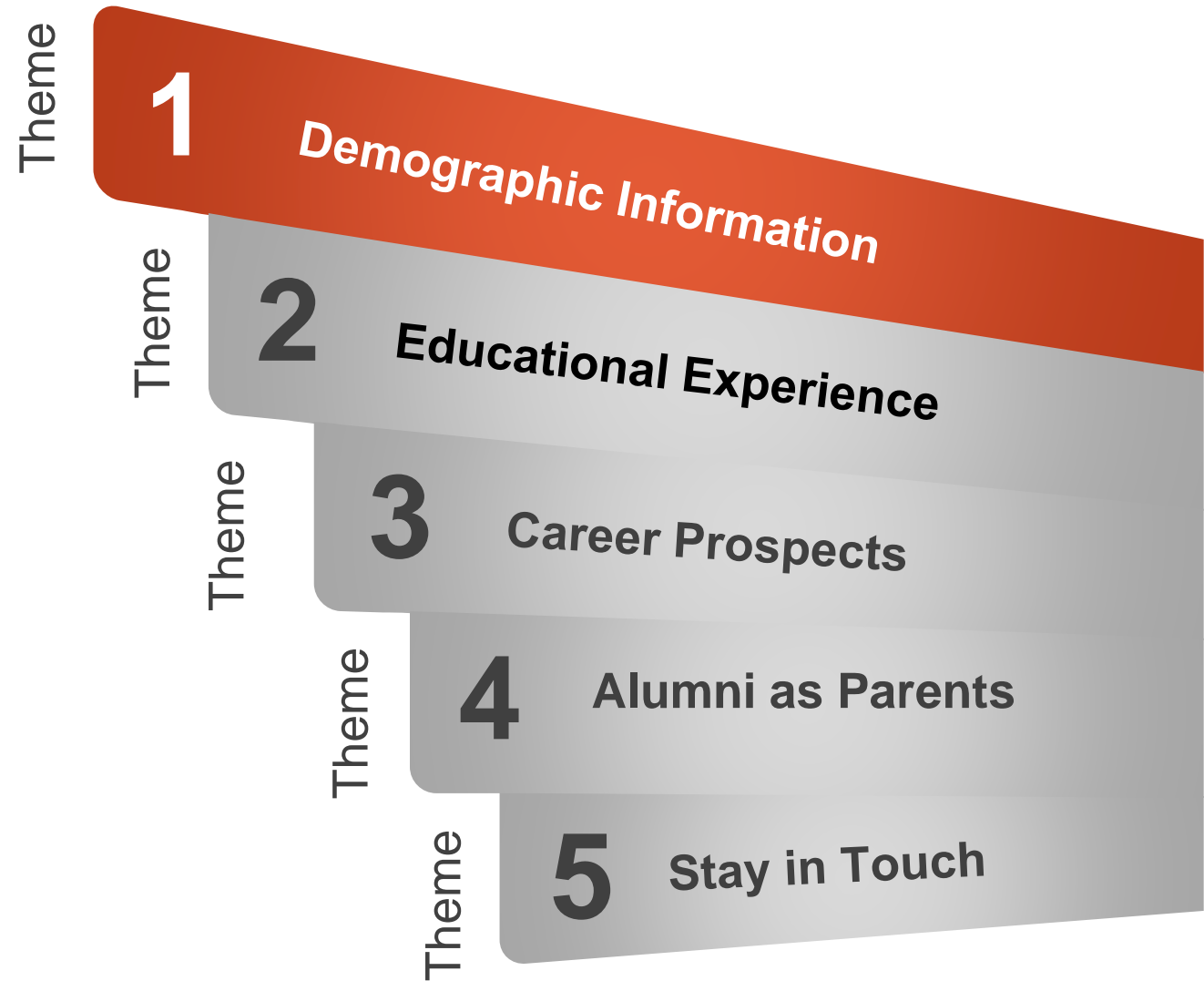
Themes Covered



Theme

01

This theme is mainly concerned with Demographic Information.



THEME 1: SURVEY RESPONDENTS DEMOGRAPHIC INFORMATION

8.7% RESPONSE RATE

58% IDENTIFIED AS FEMALE

53% RECEIVED AN UNDERGRADUATE DEGREE

29% RECEIVED A GRADUATE DEGREE

18% RECEIVED BOTH

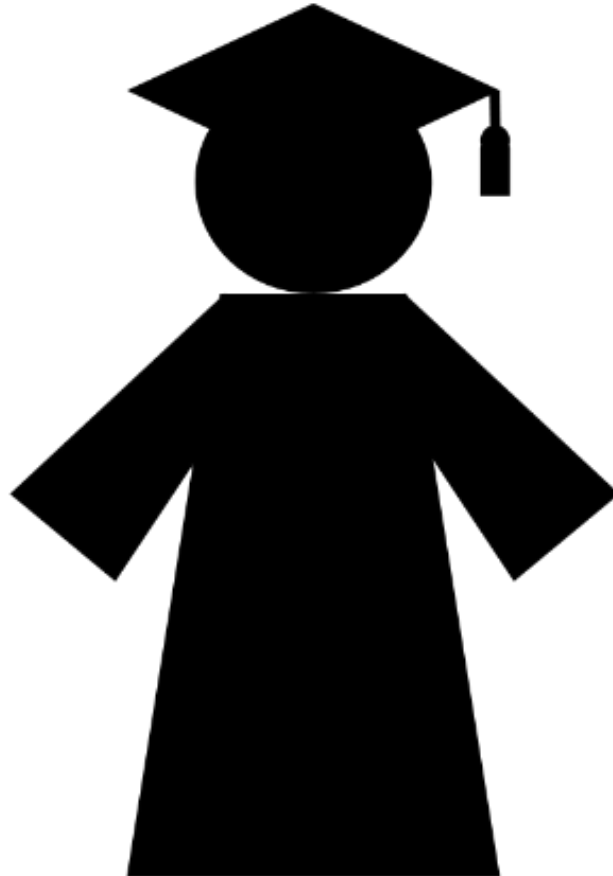
87% ARE EGYPTIAN

13% INTERNATIONAL ALUMNI

**67% RECEIVED
SCHOLARSHIPS OR FINANCIAL AID**

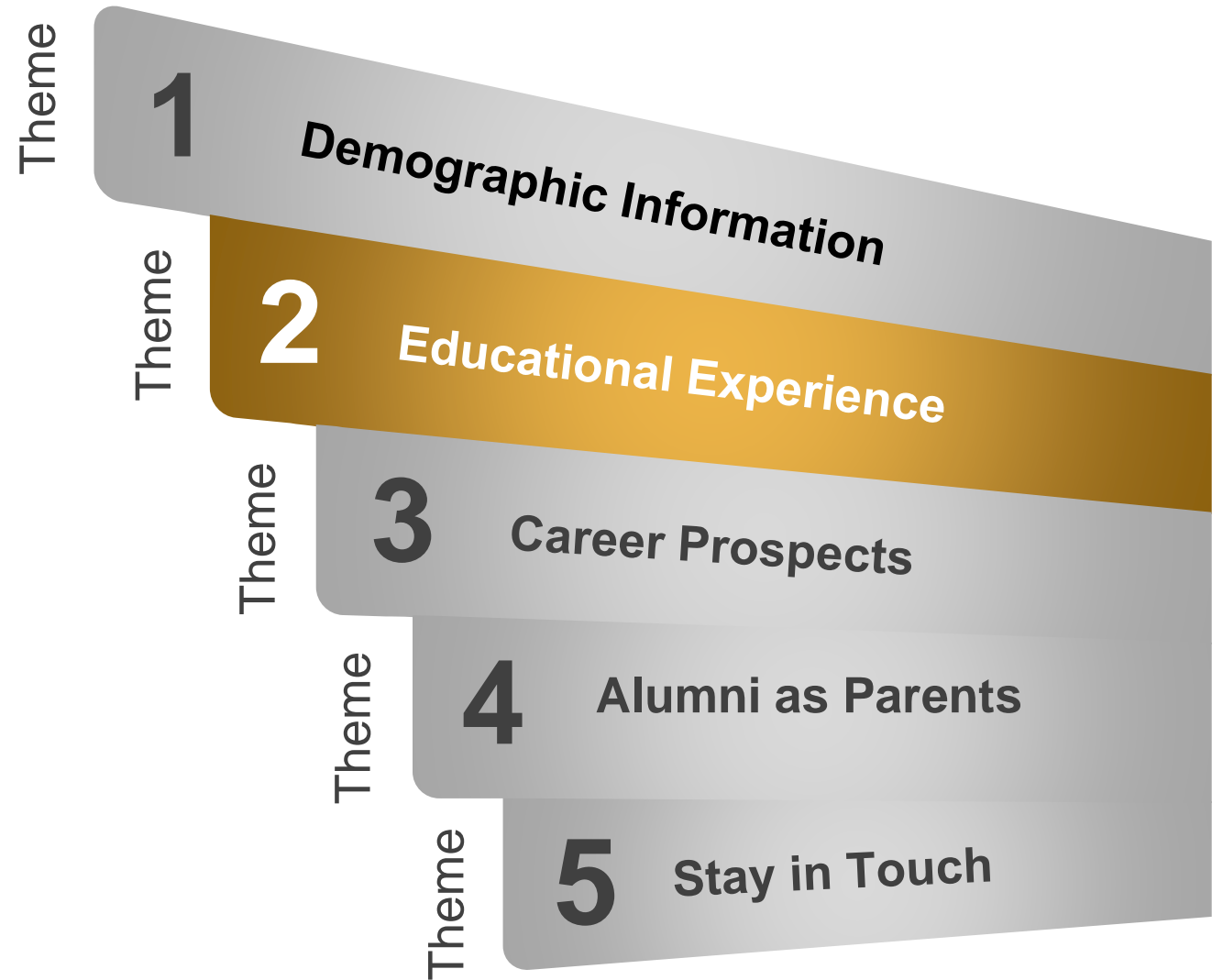
62% GRADUATED WITHIN THE LAST 5 YEARS

38% GRADUATED BETWEEN 1990-1999



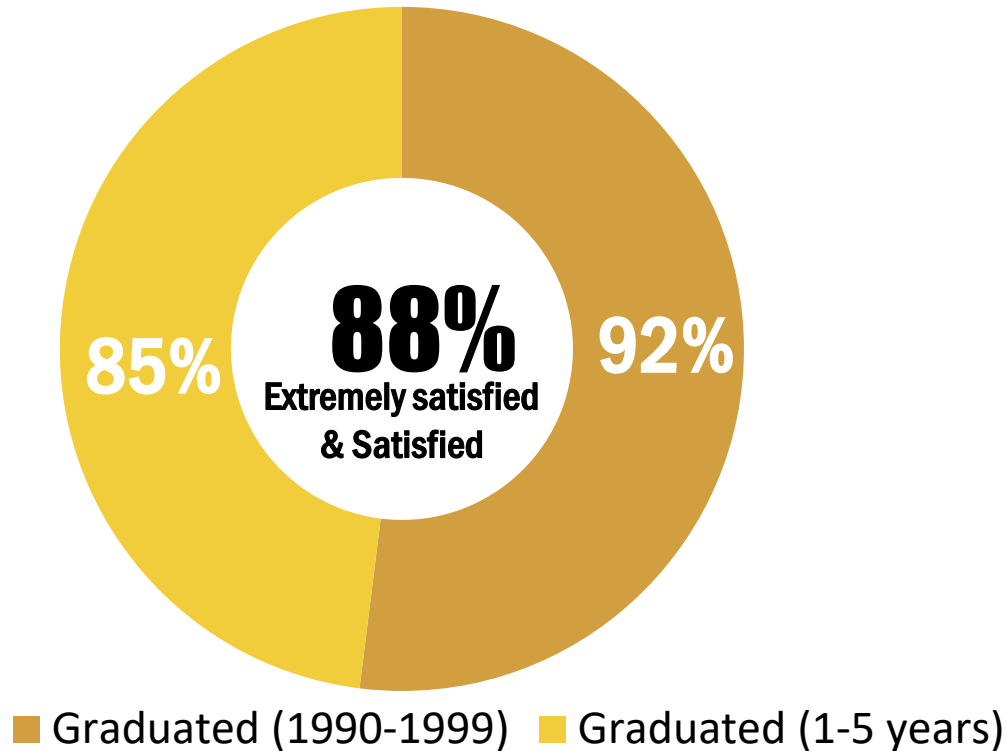
Theme 02

This theme is mainly concerned with Educational Experience.

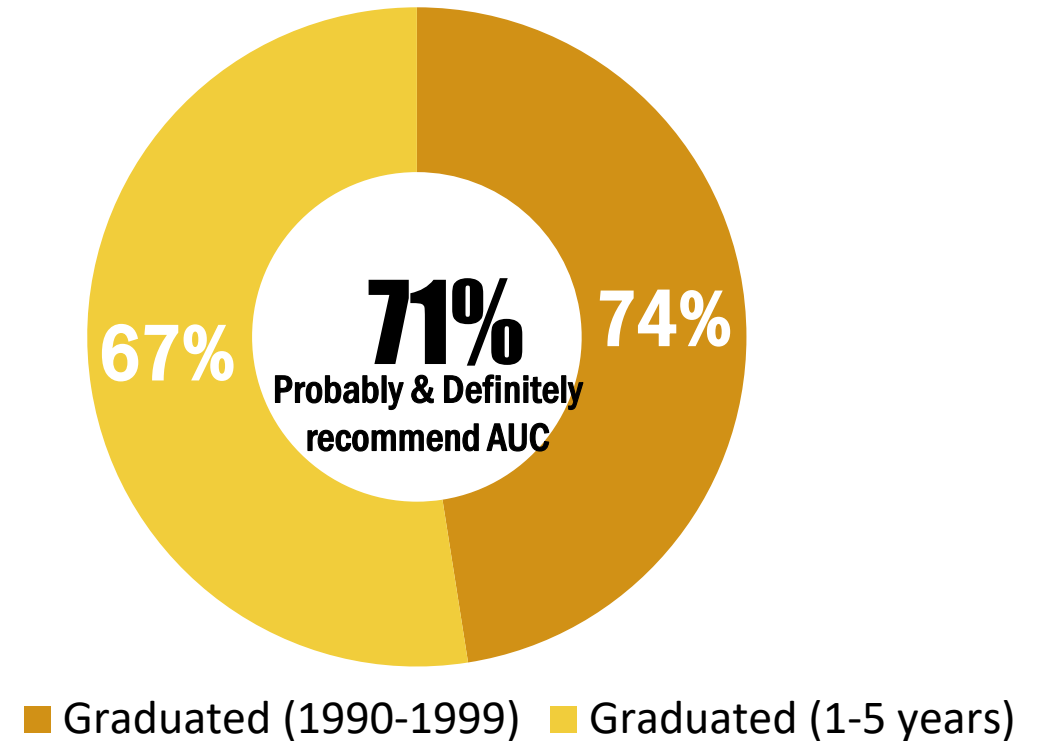


THEME 2: EDUCATIONAL EXPERIENCE

Overall satisfaction with AUC Educational Experience



Would you recommend AUC to high school students?



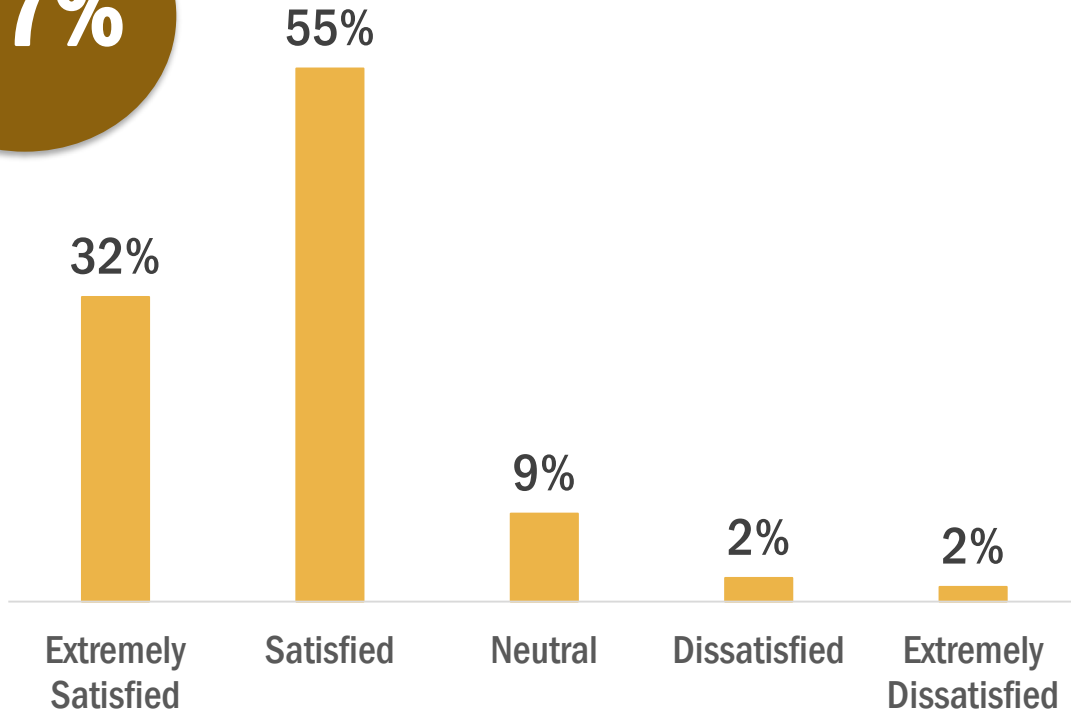
Recommendations: While alumni satisfaction is high, this satisfaction level contrasts with their likelihood to recommend AUC to high school students. This points to a slight image perception problem among alumni, but also points out the value graduates see in an AUC education.

THEME 2: EDUCATIONAL EXPERIENCE

OVERALL SATISFACTION WITH AUC EDUCATIONAL EXPERIENCE

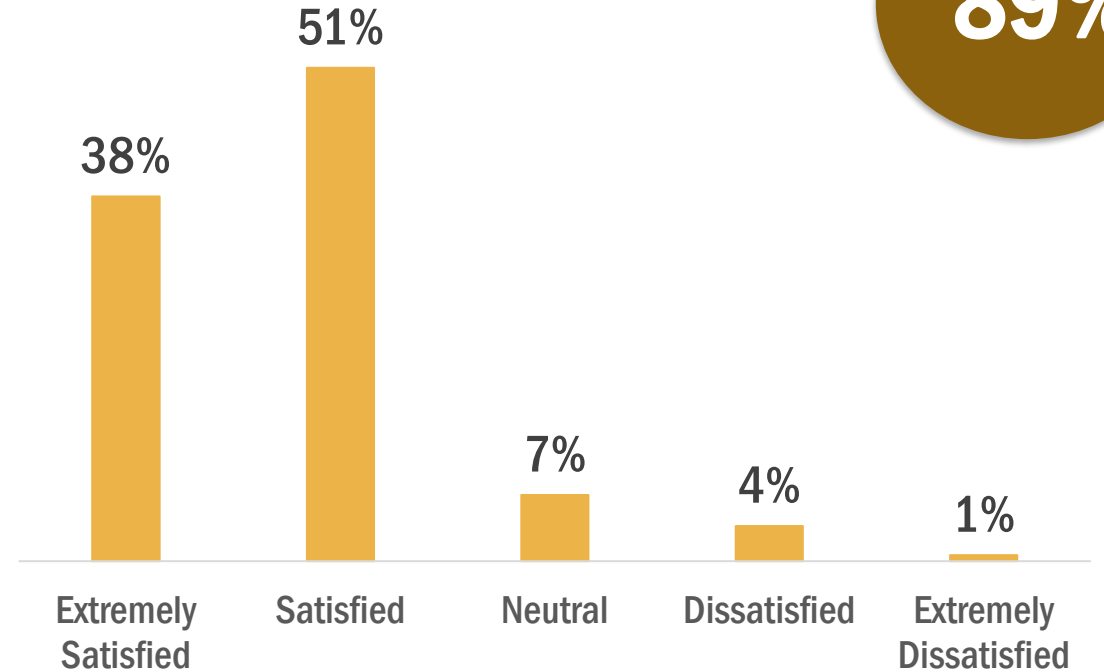
Satisfaction with Undergraduate Educational Experience

87%



Satisfaction with Graduate Educational Experience

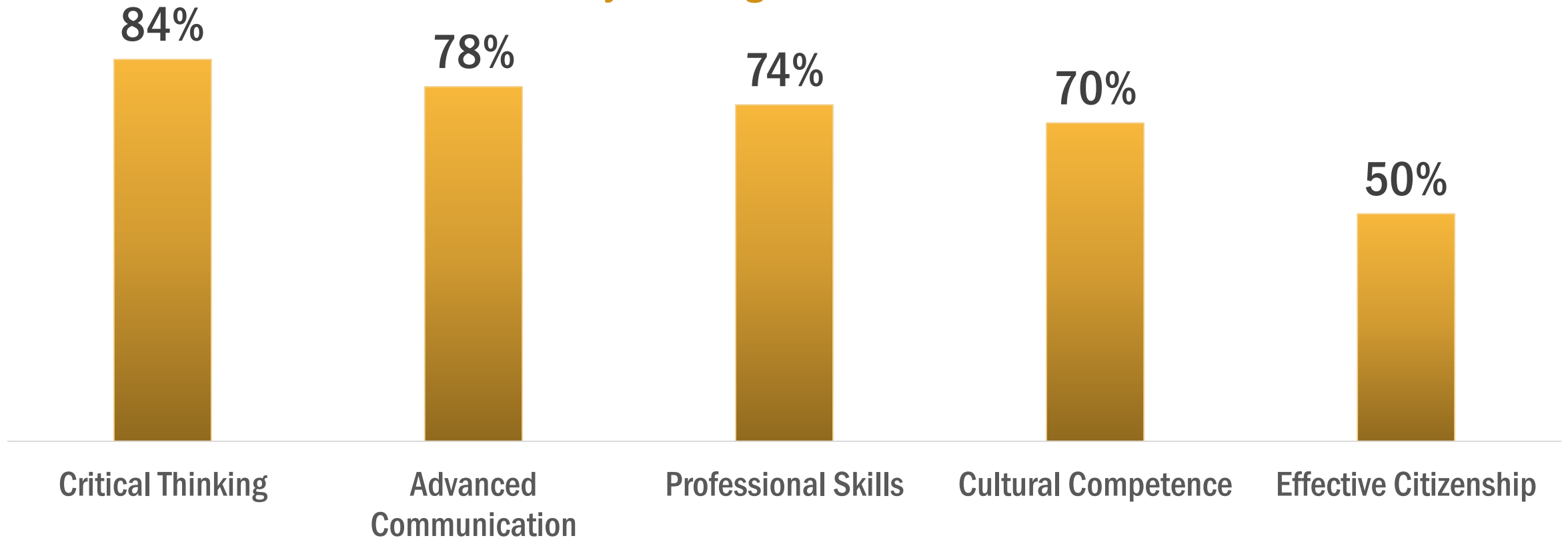
89%



THEME 2: UNDERGRADUATE EDUCATIONAL EXPERIENCE

To what extent did AUC help our students develop certain skills?

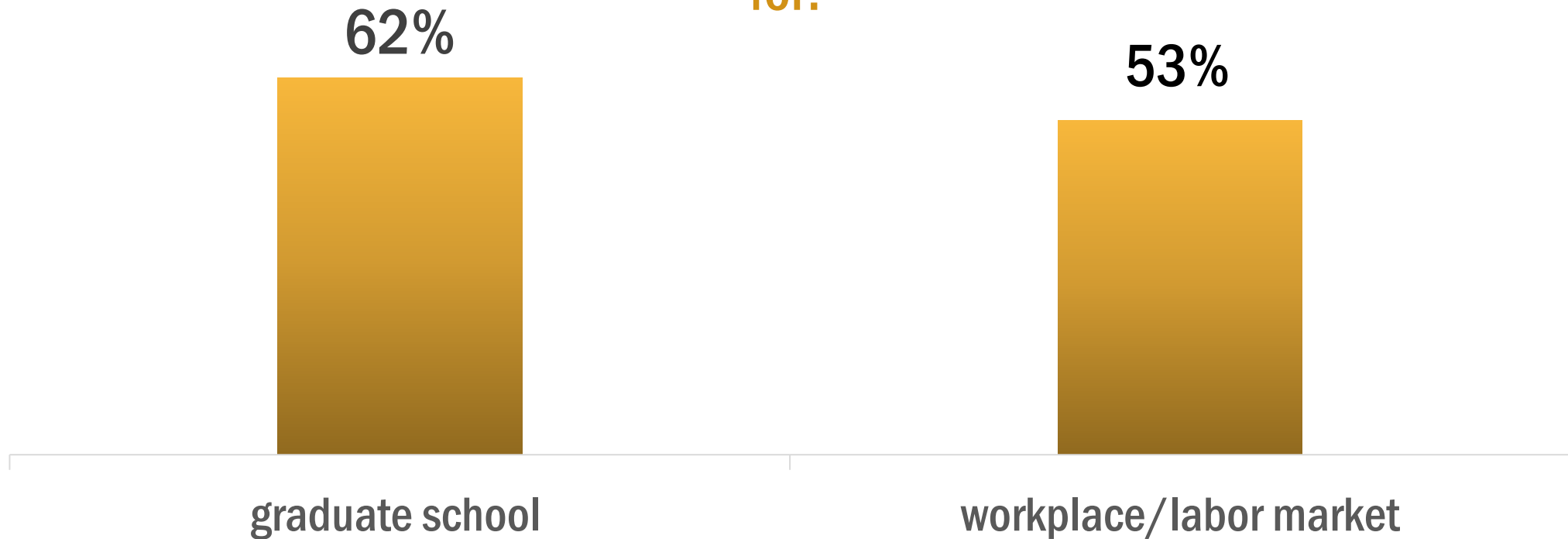
AUC University Learning Outcomes



Recommendations: AUC graduates perceive their AUC educational experience positively. We should **build** on this by **profiling alumni** who exhibit these skills to great effect, as well as showcasing current **examples** of students developing these skills alumni found so helpful.

THEME 2: UNDERGRADUATE EDUCATIONAL EXPERIENCE

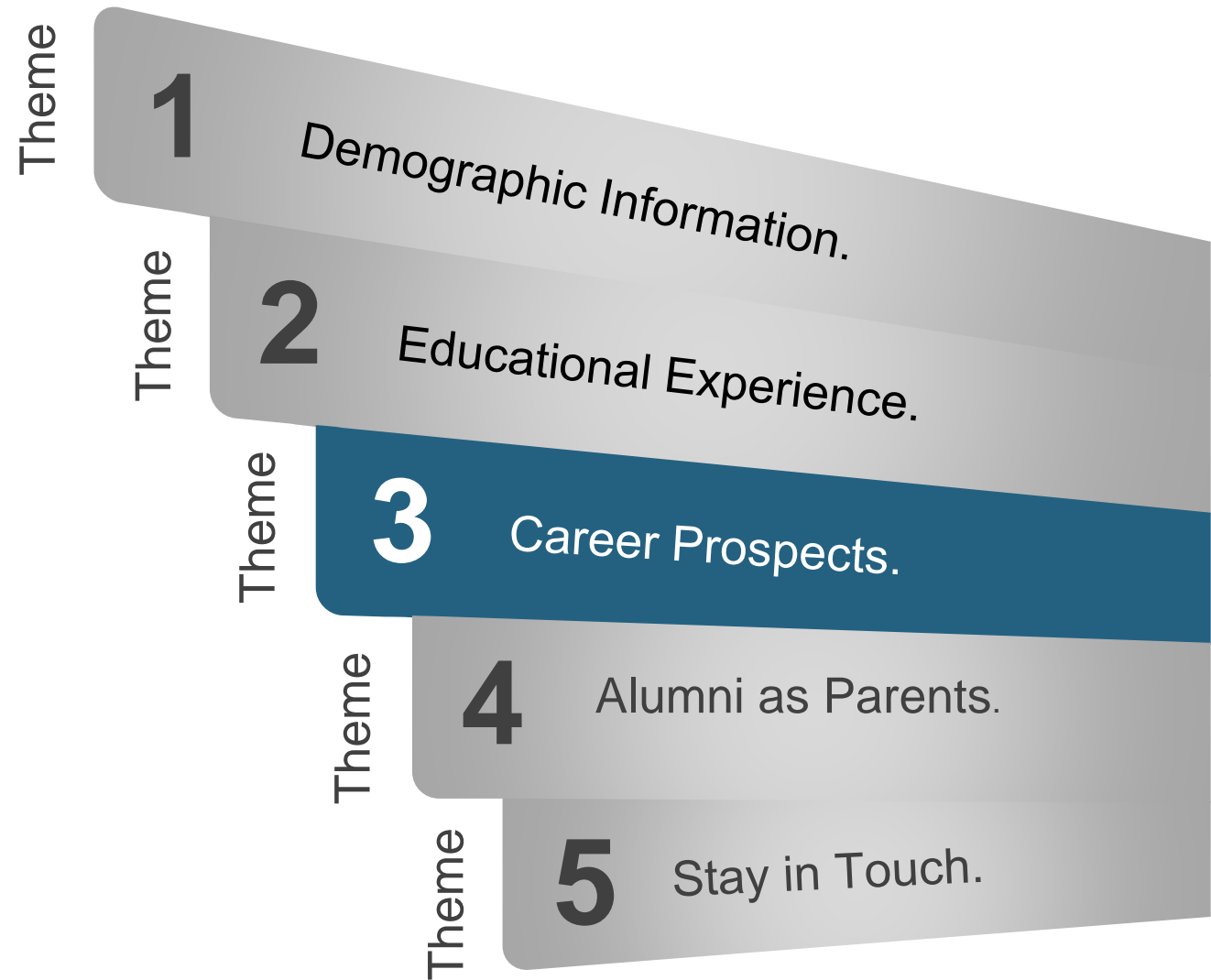
To what extent did AUC's undergraduate program prepare you for:



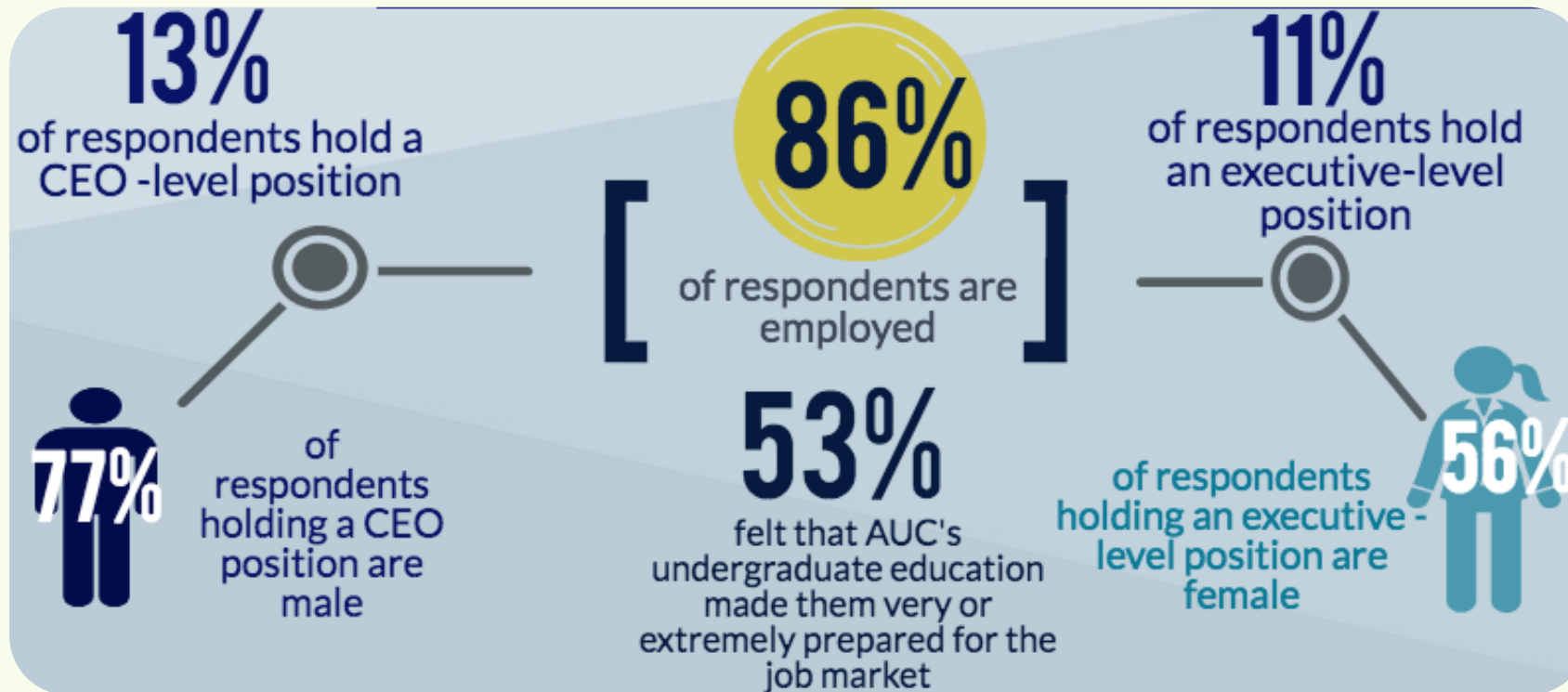
Recommendations: Although the **majority** of UG students feel that AUC prepares them very well for careers and **graduate school**, there can still be improvement. An added focus on the **career center**, as well as **building more connections** with graduate programs beyond AUC would be beneficial here.

Theme 03

This theme is mainly concerned with Career Prospects.



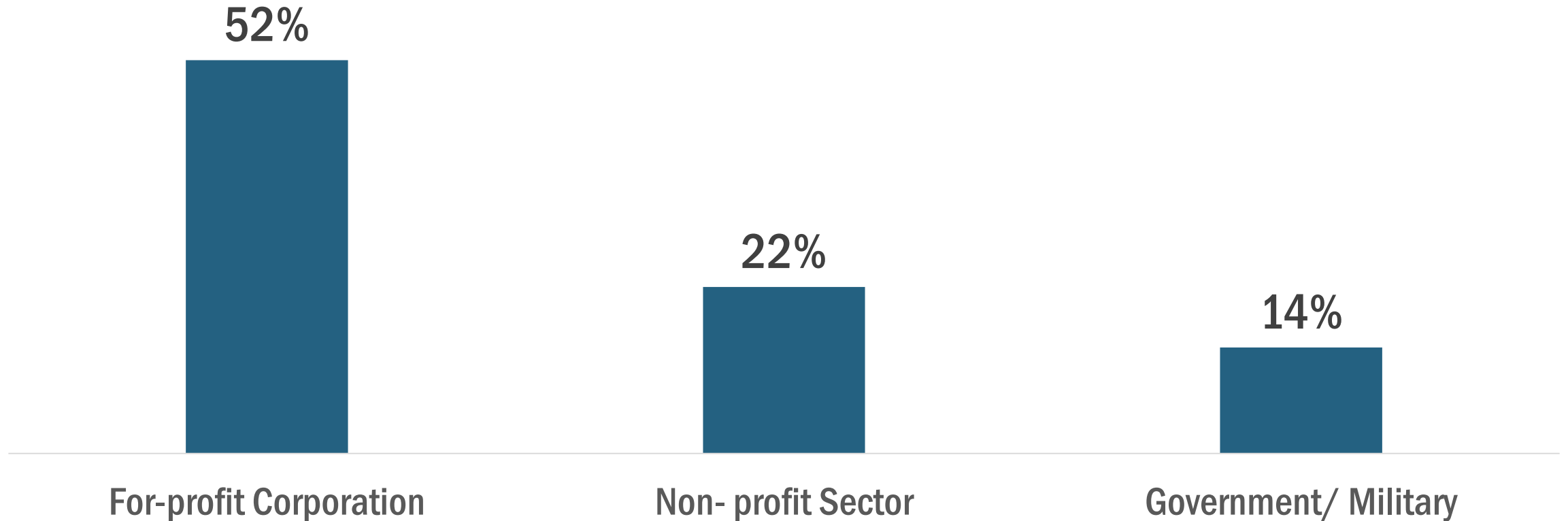
THEME 3: CAREER PROSPECTS



Recommendations: The relatively high rate of alumni with CEO/Executive positions should be a point of pride for AUC. We should focus on these alumni in profiles, speaking engagements, fundraising, and co-op opportunities for our students unveils multiple opportunities for AUC.

THEME 3: CAREER PROSPECTS

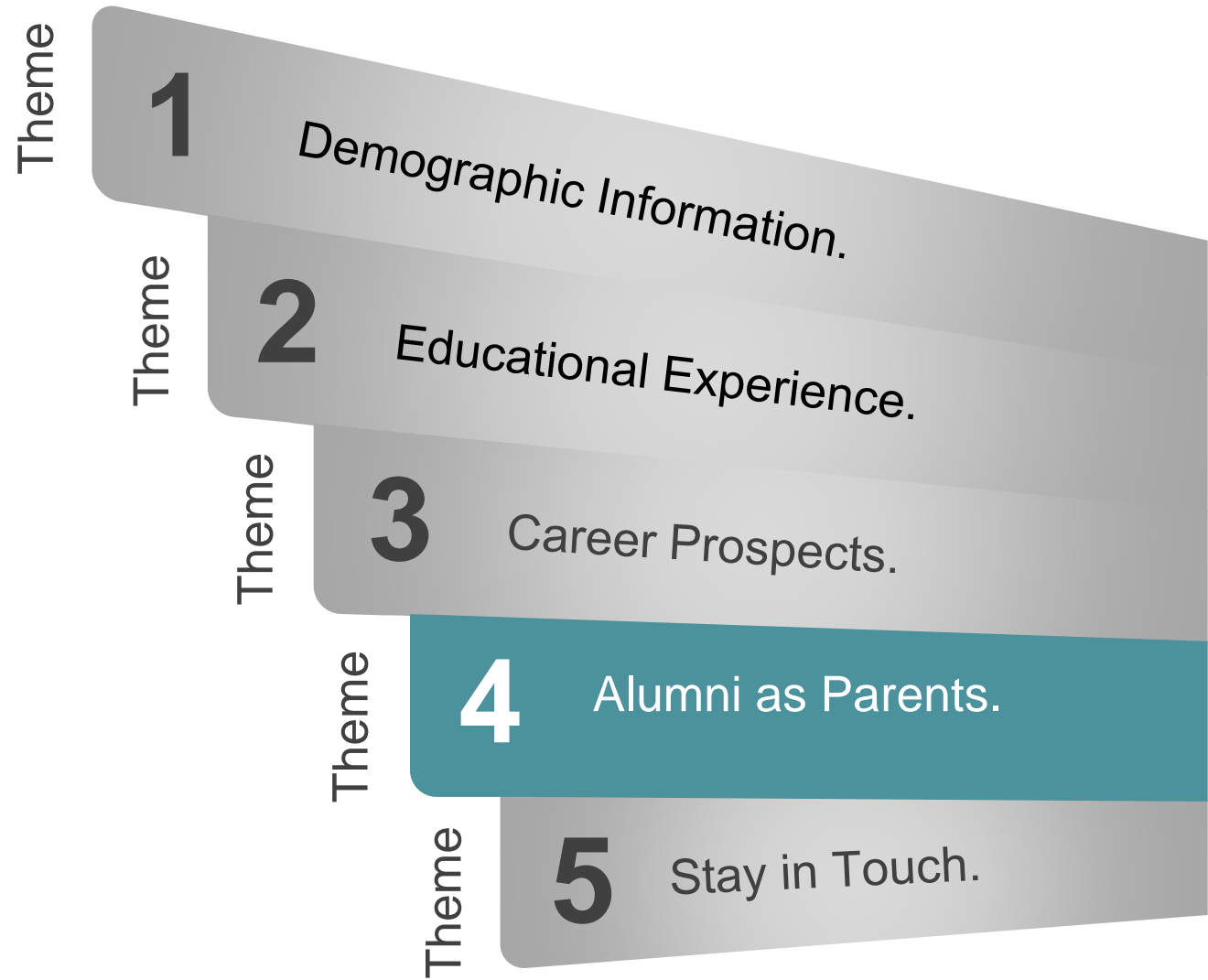
OVERALL PERCENTAGE OF SURVEYED ALUMNI BY SECTOR



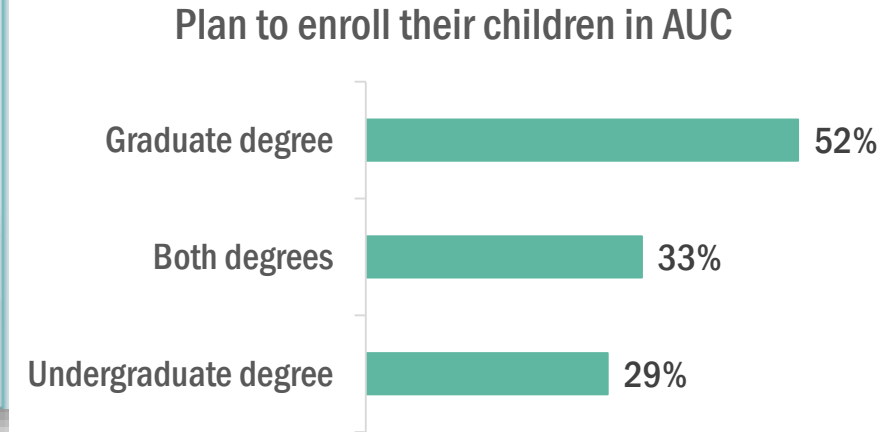
Recommendations: Alumni are employed at the United Nations, Egyptian Ministry of Foreign Affairs, Proctor & Gamble, Google and the BBC and many more, the **diversity of possibilities** for recent graduates is a **major asset** that should be utilized in recruitment.

Theme 04

This theme is mainly concerned with Alumni as Parents.



THEME 4: ALUMNI AS PARENTS

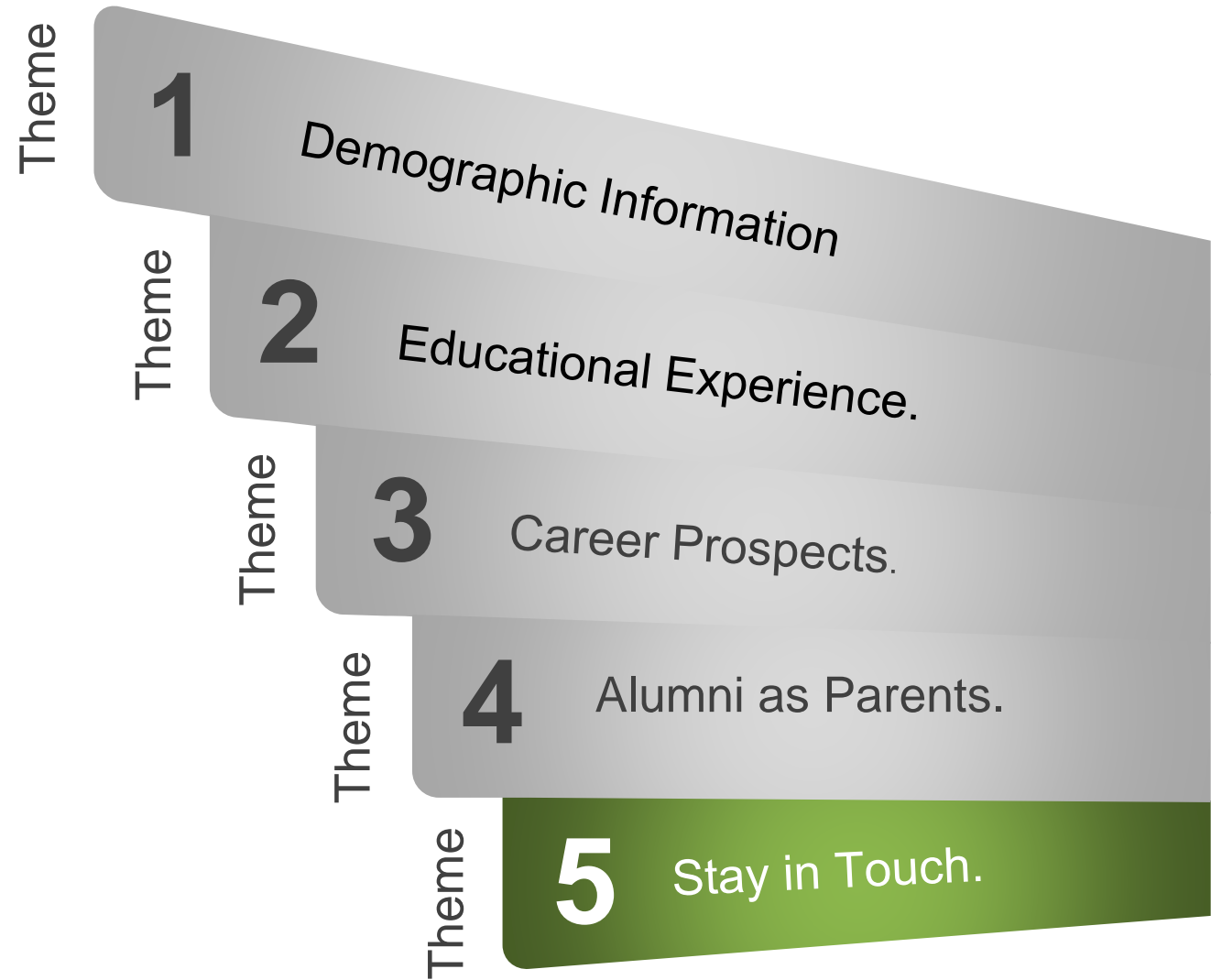


Recommendations

1. Re-examine the value of undergraduate experience & build a larger base of international students and professors to compete with universities abroad and encourage alumni parents to enroll their children at AUC.
2. Focus our advertising on international opportunities at AUC, and highlight career opportunities related to different innovative initiatives on campus.
3. Look into the root causes that may be negatively affecting the perception of alumni parents, and address the reputation perception challenge through good PR.

Theme 05

This theme is mainly concerned with Staying Connected to AUC.

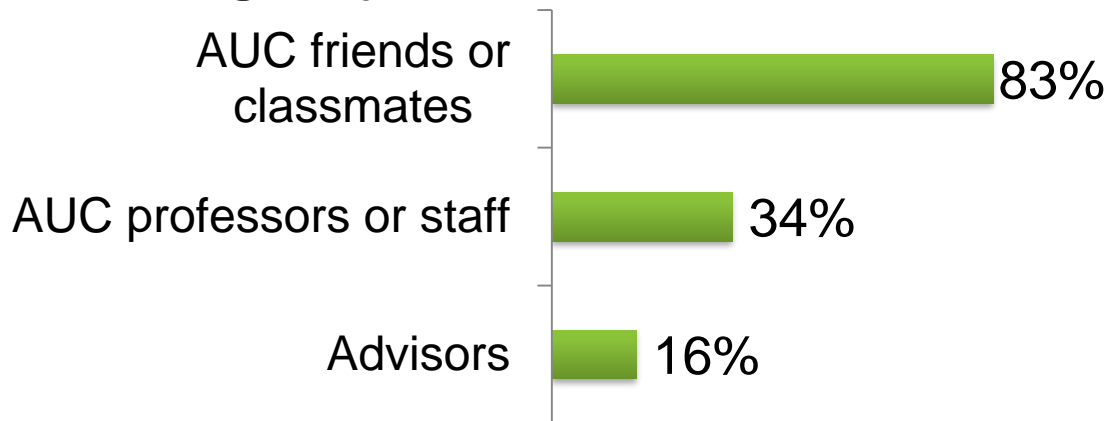


51%

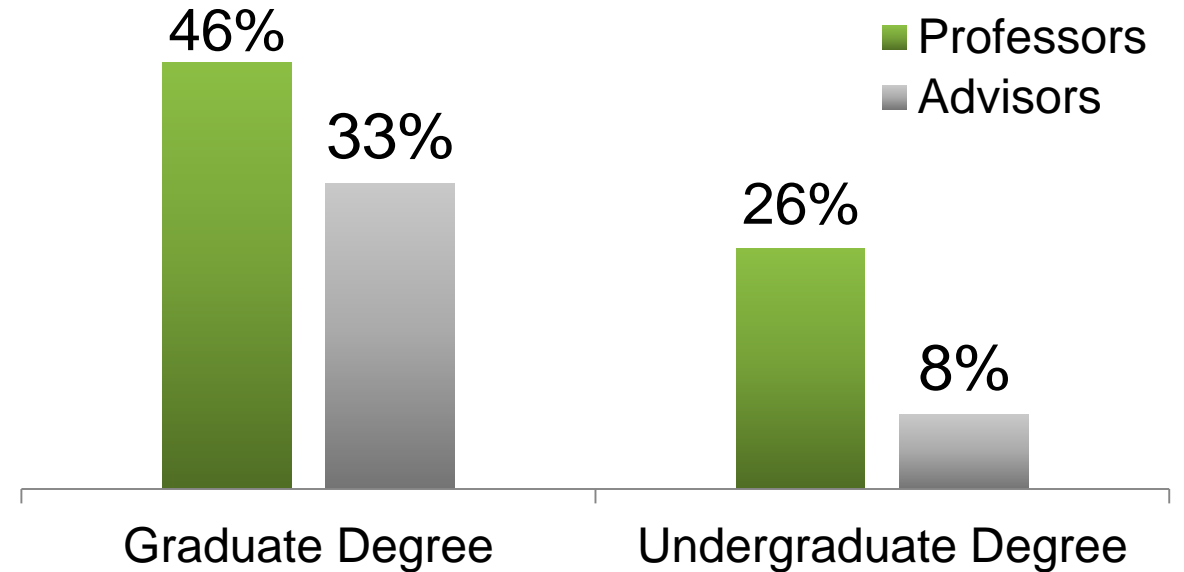
Alumni Moderately or extremely connected to AUC

THEME 5: STAY IN TOUCH CONNECTED TO AUC

Regularly in touch with AUCians



Connected to AUC (by Degree Obtained)



Recommendations:

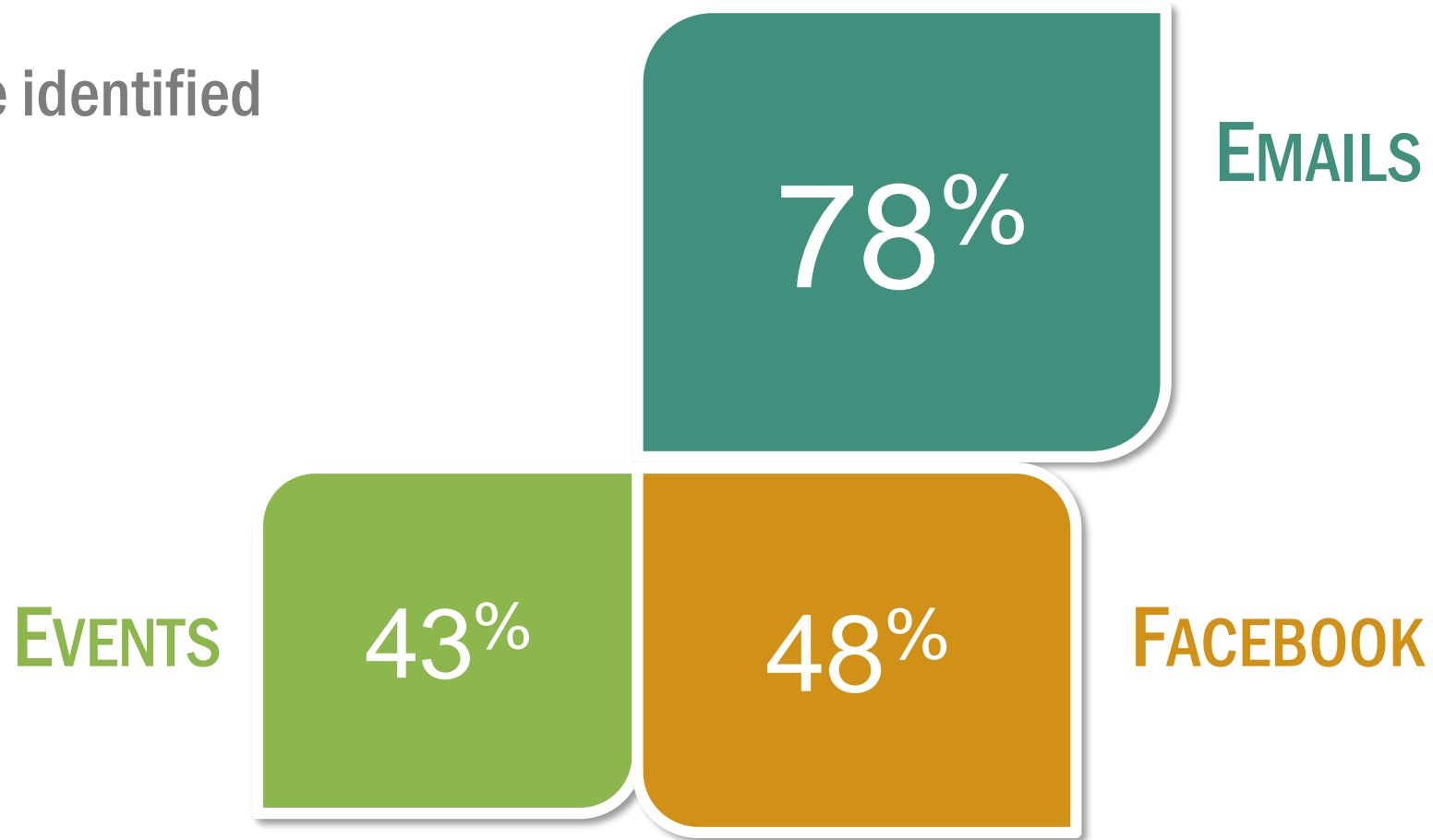
Alumni seem more connected to individuals than to AUC. Therefore, we should try to expand our alumni reach by building on existing AUC-based social circles.

There is an opportunity to utilize professors more frequently for outreach to graduate students. Additionally, there should be further efforts to connect students with their advisors and professors during their undergraduate experience.

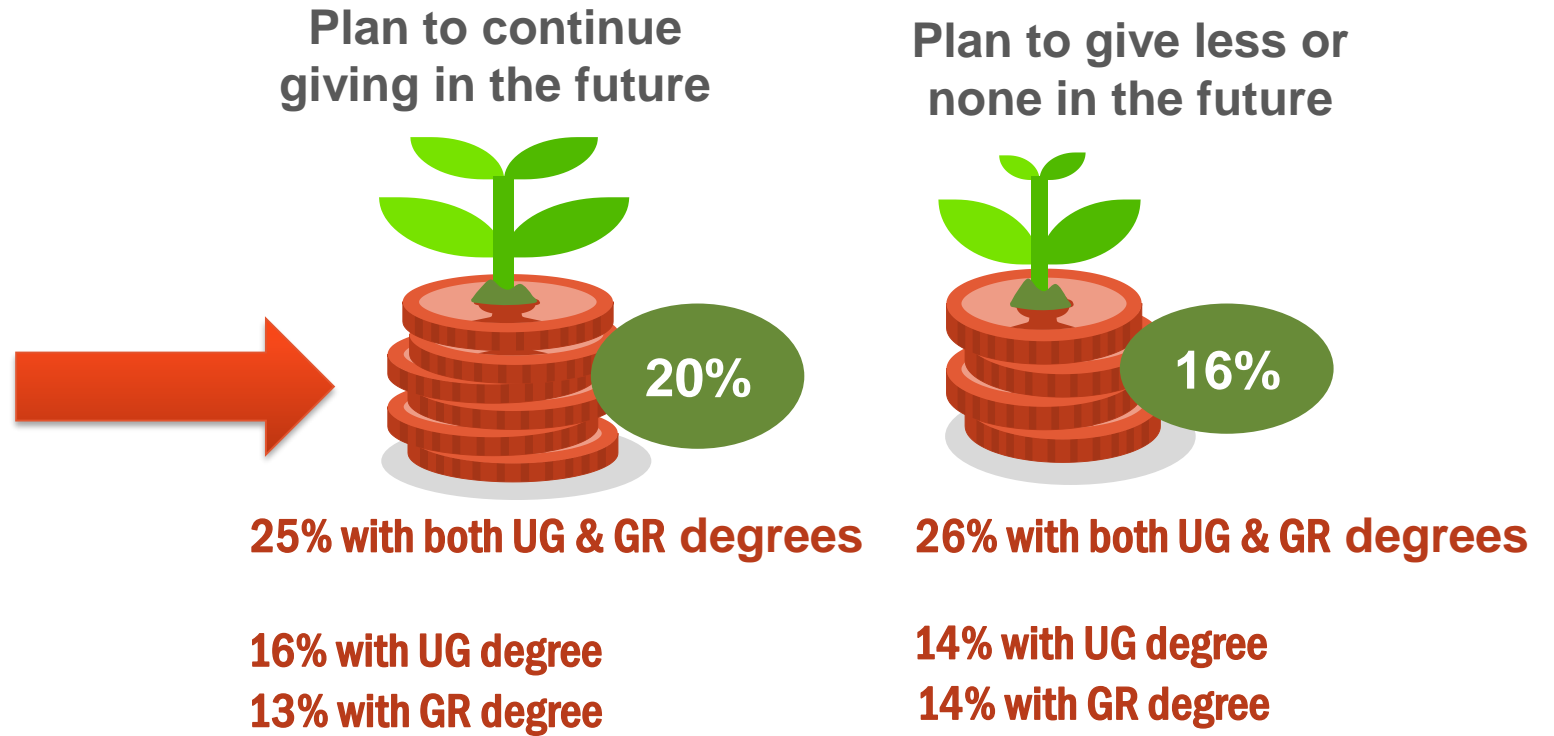
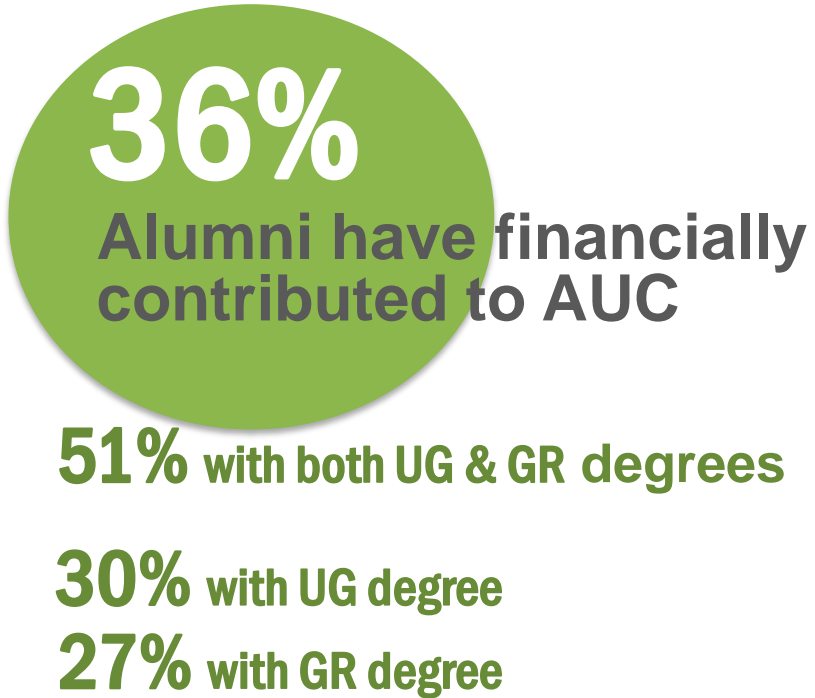
THEME 5: STAY IN TOUCH!

PREFERRED METHODS OF FINDING OUT MORE ABOUT AUC!

The top three identified methods:



THEME 5: STAY IN TOUCH! FINANCIAL CONTRIBUTION TO AUC!



Recommendations:
Alumni with both degrees give at higher levels; but they also plan to cut their giving at higher levels. This fact highlights certain perception problems among our alumni population, but also showcases the importance of reaching out to this alumni group with both undergraduate and graduate degrees.

The background features a white field with several colorful smiley faces scattered around. The smiley faces are in shades of green, blue, orange, and red. In the top right corner, there is a solid green vertical rectangular bar. The text 'Thank you' is centered in a large, black, sans-serif font.

Thank you

THE OFFICE OF STRATEGY MANAGEMENT AND INSTITUTIONAL
EFFECTIVENESS (SMIE)